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(54) **INTERACTIVE RETAIL VENUE**

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(57) **ABSTRACT**

According to one implementation, an interactive retail venue includes a computing platform interactively linked to a display screen, a lighting system, an audio system, a dynamic product display unit, and multiple product sensors. The computing platform includes a hardware processor and a memory storing a venue orchestration software code. The hardware processor executes the venue orchestration software code to receive sensor data from the product sensors, determine respective locations of retail products within the interactive retail venue based on the sensor data, and present a multi-media entertainment featuring the retail products using the display screen, the lighting system, and the audio system. The hardware processor further executes the venue orchestration software code to concurrently activate the dynamic product display unit if at least one of the retail products is situated within a predetermined distance of the dynamic product display unit.

580

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┌─────────────────────────────────────┐
│  Receive sensor data from product   │
│  sensors of an interactive retail   │
│              venue                  │
└─────────────────────────────────────┘ ～ 582
                  │
                  ▼
┌─────────────────────────────────────┐
│  Determine respective locations of  │
│  retail products within the         │
│  interactive retail venue based on  │
│          the sensor data            │
└─────────────────────────────────────┘ ～ 584
                  │
                  ▼
┌─────────────────────────────────────┐
│  Present a multi-media              │
│  entertainment featuring the retail │
│  products using a display screen, a │
│  lighting system, and an audio      │
│  system of the interactive retail   │
│              venue                  │
└─────────────────────────────────────┘ ～ 586
                  │
                  ▼
┌─────────────────────────────────────┐
│  Concurrently activate a dynamic    │
│  product display unit of the        │
│  interactive retail venue if one or │
│  more of the retail products is     │
│  situated within a predetermined    │
│  distance of the dynamic product    │
│          display unit               │
└─────────────────────────────────────┘ ～ 588
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